



For Immediate Release

Option Technologies Interactive and NorthStar Consulting Group Partner to Achieve Communication Breakthrough

Nation's Leading Health Benefits Company Unifies Vision Through Cutting Edge Technology

Orlando, Florida – July 12, 2006 – Option Technologies Interactive (OTI), one of the world's largest providers of interactive meeting technology and NorthStar Consulting Group recently teamed up to help the nation's leading health benefits company achieve its goal of having all firm decision makers participate in a firm-wide meeting from 19 remote office locations.

The client's ultimate goal was to improve communication among multiple offices and achieve a unified approach to new initiatives by giving top leadership an opportunity to voice their opinions in one company-wide forum.

Held in June in two sessions conducted over a two-day period from the main meeting locations in a Mid-Western city and New York, the leadership meeting used OTI's OptionFinder IQ wireless keypads and OptionPower software to allow the CEO/President to deliver his bi-annual "State of the Firm" address directly to top leadership and gather immediate feedback on their opinions regarding the firm vision and direction.

Based on this immediate feedback, the speaker was then able to tailor his message to keep the program relevant and to address specific management issues and concerns. The client was particularly pleased with the data tracking capabilities and interactivity that the technology offered.

In the past, the CEO/President had visited many individual office locations twice a year to deliver the bi-annual address and solicit feedback but in recent years the company had grown so large that it was no longer feasible to do that.

After the success of the June meetings with OTI and NorthStar, the client was pleased with the value of the end-result and said they would likely use this approach again.

Option Technologies Interactive, LLC (www.optiontechnologies.com) is the world's largest provider of interactive audience participation technology. OTI provides software, integrated hardware, facilitation and consulting services for face-to-face meetings throughout the world.

NorthStar Consulting Group (www.northstarconsulting.com) is a full-service organizational development firm. Since 1988, NorthStar has been helping companies and their leadership renew their organizations through high quality, value-added management consulting, organizational development, and training.

Contact Kathy Botticello (407) 872-3333 or kbotticello@optiontechnologies.com for more information.

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